Marrakech in Guinness World Record for Longest Storytelling Session

MARRAKECH, MOROCCO – January 25, 2025 – The Marrakech International Storytelling Festival has officially broken the Guinness World Record for the longest continuous storytelling session, completing an awe-inspiring 80 hours and 34 minutes of uninterrupted storytelling in the iconic Jemaa El-Fnaa Square.

This monumental achievement featured 100 storytellers from 33 countries who shared tall and small tales from a vast range of diverse cultures, reflecting the festival's 2025 theme, Bahja (Joy).

One of the rules from Guinness required that each performance be attended by at least ten people, and as audiences gathered day and night to witness the historic storytelling, we were never in doubt this could be achieved.

Storytellers from across the globe each, played a significant role in the record-breaking event, contributing stories rooted in rich oral heritage of their countries and beyond. Each participation underscored the festival's mission of uniting global storytelling communities while celebrating cultural diversity.

The attempt was adjudicated by Anouk de Timary from Guinness World Records.

Mike Wood from the World Storytelling Café who is one of the key organisers of the festival said "On behalf of the festival I am honoured to dedicate this world record to our patron, King Mohammed VI of Morocco, may God assist him. We are delighted with this collective achievement and proud that our storytellers were also able to complete more than two hundred workshops in schools bringing Bhaja, the joyfulness of our festival community, to over five thousand children"

Zouhair Khaznaoui President of the Storytellers Union said:

"Breaking a such a world record in Jamaa EL Fna square is a statement for the importance of oral tradition and storytelling in Morocco and around the globe. Storytelling gained a profile of excellence and limitlessness. As Artists and Organizers we are now looking forward for a future full of beautiful stories that we will be proud to tell and listen"

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